

CAREER GUIDE FOR MARKET RESEARCH ANALYST

SOC Code: 19-3021

Pay Band(s): 4,5 and 6 ([Salary Structure](#))

Standard Occupational Description: Research market conditions in local, regional, or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.

Market Research Analyst positions in the Commonwealth are assigned to the following Roles in the [Public Relations & Marketing Career Group](#):

[Public Relations and Marketing Specialist III](#)

[Public Relations and Marketing Specialist IV](#)

[Public Relations and Marketing Specialist V](#)

While Market Research Analyst within the Commonwealth are all located within the Public Relations and Marketing Career Group, individuals may want to pursue other opportunities within the Commonwealth depending upon individual training, education, knowledge, skills, abilities, and interests.

Other Career Group(s) that may be of interest are:

[General Administration](#)

[Policy Analysis & Planning](#)

[Retail Operations](#)

SKILLS, KNOWLEDGE, ABILITIES AND TASKS

(Technical and Functional Expertise)

Skills

Note: *The technical and functional skills listed below are based on general occupational qualifications for Market Research Analysts commonly recognized by most employers. Typically, you will not be required to have all of the skills listed to be a successful performer. Recruitment and selection standards for an individual state job must be based on the specific knowledge, skills, and abilities for that job as indicated in the job announcement and job description in the Employee Work Profile.*

1. Using mathematics to solve problems.
2. Communicating effectively in writing as appropriate for the needs of the audience.
3. Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
4. Understanding written sentences and paragraphs in work related documents.
5. Identifying measures or indicators of system performance and the actions needed to improve or correct performance, relative to the goals of the system.
6. Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
7. Talking to others to convey information effectively.
8. Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

9. Understanding the implications of new information for both current and future problem-solving and decision-making.
10. Determining how a system should work and how changes in conditions, operations, and the environment will affect outcomes.

Knowledge

Note: The technical and functional knowledge statements listed below are based on general occupational qualifications for Market Research Analysts commonly recognized by most employers. Typically, you will not be required to have all of the knowledge listed to be a successful performer. Recruitment and selection standards for an individual state job must be based on the specific knowledge, skills, and abilities for that job as indicated in the job announcement and job description in the Employee Work Profile.

The Knowledge of:

1. Arithmetic, algebra, geometry, calculus, statistics, and their applications.
2. Principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
3. Structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Abilities

Note: The technical and functional abilities listed below are based on general occupational qualifications for Market Research Analysts commonly recognized by most employers. Typically, you will not be required to have all of the abilities listed to be a successful performer. Recruitment and selection standards for an individual state job must be based on the specific knowledge, skills, and abilities for that job as indicated in the job announcement and job description in the Employee Work Profile.

The Ability to:

1. Choose the right mathematical methods or formulas to solve a problem.
2. Add, subtract, multiply, or divide quickly and correctly.
3. Communicate information and ideas in writing so others will understand.
4. Read and understand information and ideas presented in writing.
5. Communicate information and ideas in speaking so others will understand.
6. See details at close range (within a few feet of the observer).
7. Listen to and understand information and ideas presented through spoken words and sentences.
8. Combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).
9. Apply general rules to specific problems to produce answers that make sense.
10. Come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).

Tasks

Note: The following is a list of sample tasks typically performed by Market Research Analysts. Employees in this occupation will not necessarily perform all of the tasks listed.

1. Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
2. Conduct research on consumer opinions and marketing strategies, collaborating with marketing professionals, statisticians, pollsters, and other professionals.
3. Develop and implement procedures for identifying advertising needs.

4. Devise and evaluate methods and procedures for collecting data (such as surveys, opinion polls, or questionnaires), or arrange to obtain existing data.
5. Forecast and track marketing and sales trends, analyzing collected data.
6. Gather data on competitors and analyze their prices, sales, and method of marketing and distribution.
7. Measure and assess customer and employee satisfaction.
8. Measure the effectiveness of marketing, advertising, and communications programs and strategies.
9. Monitor industry statistics and follow trends in trade literature.
10. Prepare reports of findings, illustrating data graphically and translating complex findings into written text.

INTERESTED?

Like people, occupations have traits or characteristics. These characteristics give important clues about the nature of the work and work environment, and give you an opportunity to match your own personal interests to a specific occupation. When you choose a job in an occupation that matches your own interests you have taken an important step in planning a successful and rewarding career.

The occupation of Market Research Analyst has **Investigative**, **Enterprising** and **Conventional** characteristics as described below:

Investigative — Investigative occupations frequently involve working with ideas, and require an extensive amount of thinking. These occupations can involve searching for facts and figuring out problems mentally.

Enterprising — Enterprising occupations frequently involve starting up and carrying out projects. These occupations can involve leading people and making many decisions. Sometimes they require risk taking and often deal with business.

Conventional — Conventional occupations frequently involve following set procedures and routines. These occupations can include working with data and details more than with ideas. Usually there is a clear line of authority to follow.

LICENSURE, REGISTRATION, OR CERTIFICATION REQUIREMENTS

Generally this is not required for Market Research Analyst positions in state government.

EDUCATIONAL, TRAINING, AND LEARNING OPPORTUNITIES

The Department of Labor provides the following information:

Market research analysts are concerned with the potential sales of a product or service. They analyze statistical data on past sales to predict future sales. They gather data on competitors and analyze prices, sales, and methods of marketing and distribution. Market research analysts devise methods and procedures for obtaining the data they need. They often design telephone, mail, or Internet surveys to assess consumer preferences.

Bachelor's degree holders who majored in marketing and related fields may qualify for many entry-level positions that might or might not be related to market and survey research. These positions include research assistant, administrative or management trainee, marketing

interviewer, and salesperson, among others. Many businesses, research and consulting firms, and government agencies seek individuals who have strong computer and quantitative skills and can perform complex research. Many corporation and government executives have a strong background in marketing.

A master's degree is the minimum requirement for many private sector market and survey research jobs, and for advancement to more responsible positions. Market and survey researchers may earn advanced degrees in business administration, marketing, statistics, communications, or some closely related discipline.

The State Council of Higher Education lists the American Military University as a Virginia educational institution offering a program in marketing management and research.

For additional information on training and career opportunities Marketing Research Association <http://www.mra-net.org/> is a good resource.

COMMONWEALTH COMPETENCIES

Competencies are a set of identified behaviors, knowledge, skills, and abilities that directly and positively impact the success of employees and the organization. Competencies can be observed and measured. When consistently demonstrated, competencies make employees particularly effective in their work. Competencies help lay out a road map to career success. You can use the Commonwealth Competencies to help improve your individual performance by adopting behaviors that make high performing employees successful in their jobs. In this way, you can use the Commonwealth Competencies for your further professional development.

The Commonwealth Competencies are:

1. Technical and Functional Expertise
2. Understanding the Business
3. Achieving Results
4. Serving the Customer
5. Teamwork
6. Interpersonal and Communication Skills
7. Leadership and Personal Effectiveness

The above competencies may be applied to employees throughout the Commonwealth of Virginia. They can be rank-ordered by agencies and hiring managers to represent the needs of a specific job. The rank ordering will change depending upon the occupation, an organization's priorities, the actual job requirements, and the supervisor's preferences.

Career success is both about what you do (applying your technical knowledge, skills, and ability) and how you do it (the consistent behaviors you demonstrate and choose to use) while interacting and communicating with others. Hopefully, by studying the Commonwealth competencies, identifying your developmental opportunities, and working to refine your own competence, you can take charge of your career!

For additional information about the **Commonwealth Competencies** go to: http://jobs.state.va.us/cc_planningctr.htm. For the competencies, we first list the competencies

and then define each. Finally, we list competency indicators; to describe what successful performance looks like.

COMMONWEALTH CAREER PATH

Career opportunities in the Commonwealth are not limited to moving “up” to the next highest role and pay band, changing positions, or to becoming a supervisor. That’s because most roles describe a broad group of occupationally related positions that perform a range of work that requires increased knowledge and skills. For that reason, Commonwealth roles describe the career paths within the same or higher-level role for the same or different Career Group. The broad salary range and the Commonwealth’s pay practices provide flexibility in recognizing career development and advancement. ([Salary Structure](#))

For example: **Public Relations Specialist**

PAY BANDS	PRACTITIONER ROLES
4	Public Relations & Marketing Specialist III
5	Public Relations & Marketing Specialist IV
6	Public Relations & Marketing Specialist V

PAY BANDS	Manager Roles
4	Public Relations & Marketing Manager I
5	Public Relations & Marketing Manager II
6	Public Relations & Marketing Manager III
7	Public Relations & Marketing Manager IV

Sample Career Path

Public Relations and Marketing Specialist III

The Public Relations and Marketing Specialist III role provides career tracks for market research analysts performing journey-level to advanced-level responsibilities. Duties may include conducting research and market studies, project and event planning, developing various publications and/or promotional strategies, establishing and maintaining media relations, and implementing programs. Employees are responsible for a segment of an agency’s program or specialized program activities that relates to public and media relations, marketing and/or fund raising.

Public Relations and Marketing Specialist IV

The Public Relations and Marketing Specialist IV role provides a career track for market research analysts performing advanced-level responsibilities that include: coordinating, planning, developing, implementing, promoting, and evaluating a program that relates to any agency, public, and/or media relations; marketing and sales; and/or fund raising activities.

Public Relations and Marketing Specialist V

The Public Relations and Marketing Specialist V role provides career tracks for the market research analysts serving as experts and consultants. Employees perform specialized activities in public relations and marketing products and services of the Commonwealth of Virginia and/or coordinate business expansion and economic development opportunities within the State. Duties include creating new sales opportunities; planning, developing, implementing, budgeting, and evaluating programs; and/or developing marketing, sales and funding strategies with buyers and corporate executives on a local, national and/or international level.

Public Relations and Marketing Manager I

The Public Relations and Marketing Manager I role provides career tracks for managers responsible for public and media relations, customer service, marketing, public awareness, and/or fund raising activities for a segment of an agency's program or specialized program activities. Responsibilities include developing training, information and promotional materials, and policies and procedures related to a facility, supervision of staff and volunteers, and budget development.

Public Relations and Marketing Manager II

The Public Relations and Marketing Manager II role provides career tracks for managers responsible for the planning and implementation of comprehensive agency-wide programs or a major division program, supervision of staff, and utilization of program resources. Responsibilities include leadership and creativity in developing, managing, and executing public and media relations, publications, customer service, marketing, public awareness, and/or fund raising activities.

Public Relations and Marketing Manager III

The Public Relations and Manager III role provides career tracks for managers to directors responsible for the planning and implementation of comprehensive programs or a division-wide program, supervision of staff, and utilization of program resources. Responsibilities range in scope from regional to international and include leadership and creativity in developing and managing staff, policy development, executing public and media relations programs, publications, customer service, marketing, public awareness, and/or fund raising initiatives.

Public Relations and Marketing Manager IV

The Public Relations and Marketing Manager IV role provides career tracks for the executives whose responsibilities range in scope from statewide to international for an agency program or specialty area(s). Employees are responsible for extensive agency marketing and sales services, public and media relations and/or economic development and advancement programs. Duties include strategic planning, market and sales development, market and/or economic development goals and objectives, public relations and promotional initiatives, direction of staff and comprehensive fund raising strategies.

ADDITIONAL OCCUPATIONAL INFORMATION CAN BE FOUND AT:

O*NET (Occupational Information Network)

http://online.onetcenter.org/gen_search_page

Virginia Employment Commission

<http://www.alex.vec.state.va.us/>

Career One Stop

<http://www.careeronestop.org/>

Virginia Career Resource Network <http://www.vacrn.net/>